

FIG. 1

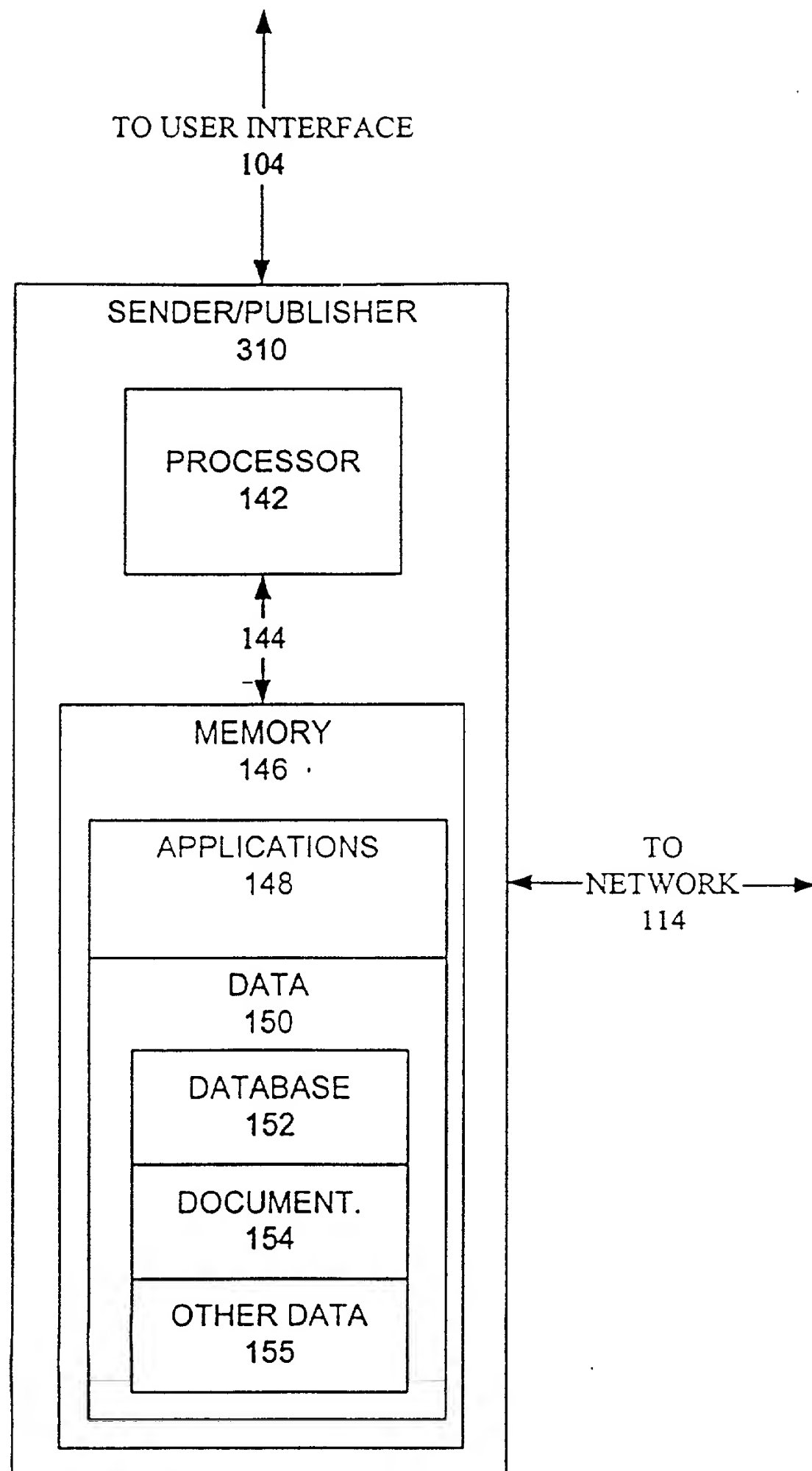


FIG. 2

400 —> STORYTELLER ID = ECOUPON5
402 —> PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG
404 —> PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG
406 —> PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG
408 —> PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV
410 —> PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV
412 —> PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV
414 —> PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI
416 —> OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT
418 —> OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT
420 —> PRODUCT SKU = 98374822
422 —> FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT
424 —> FIRSTNAME = DAVE
426 —> EMAIL ADDRESS = DAVESAXBY@HOME.COM
428 —> CUSTOMER ID = 29604830
430 —> MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

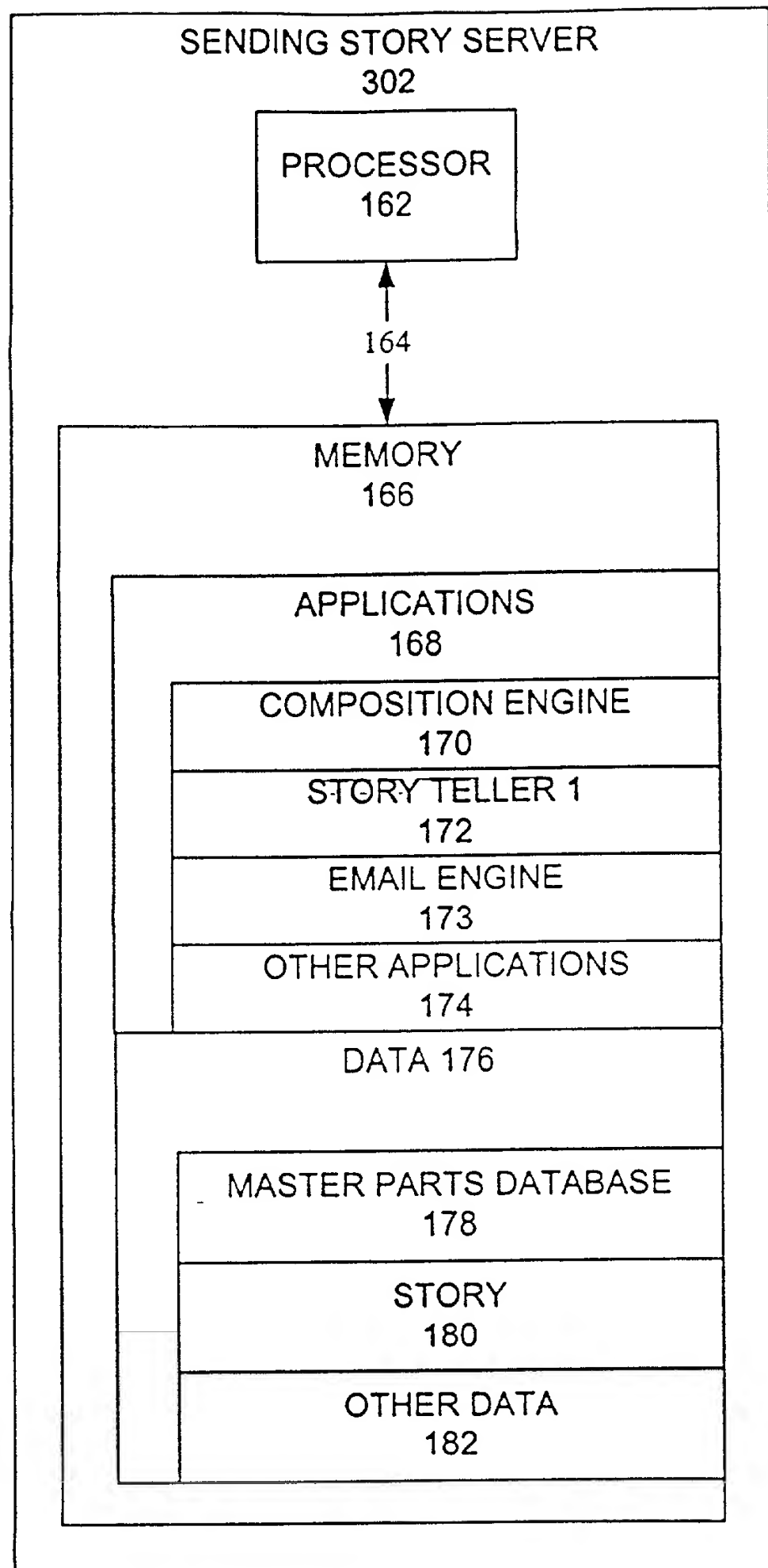


FIG. 4

STORY ENABLED CLIENT
336

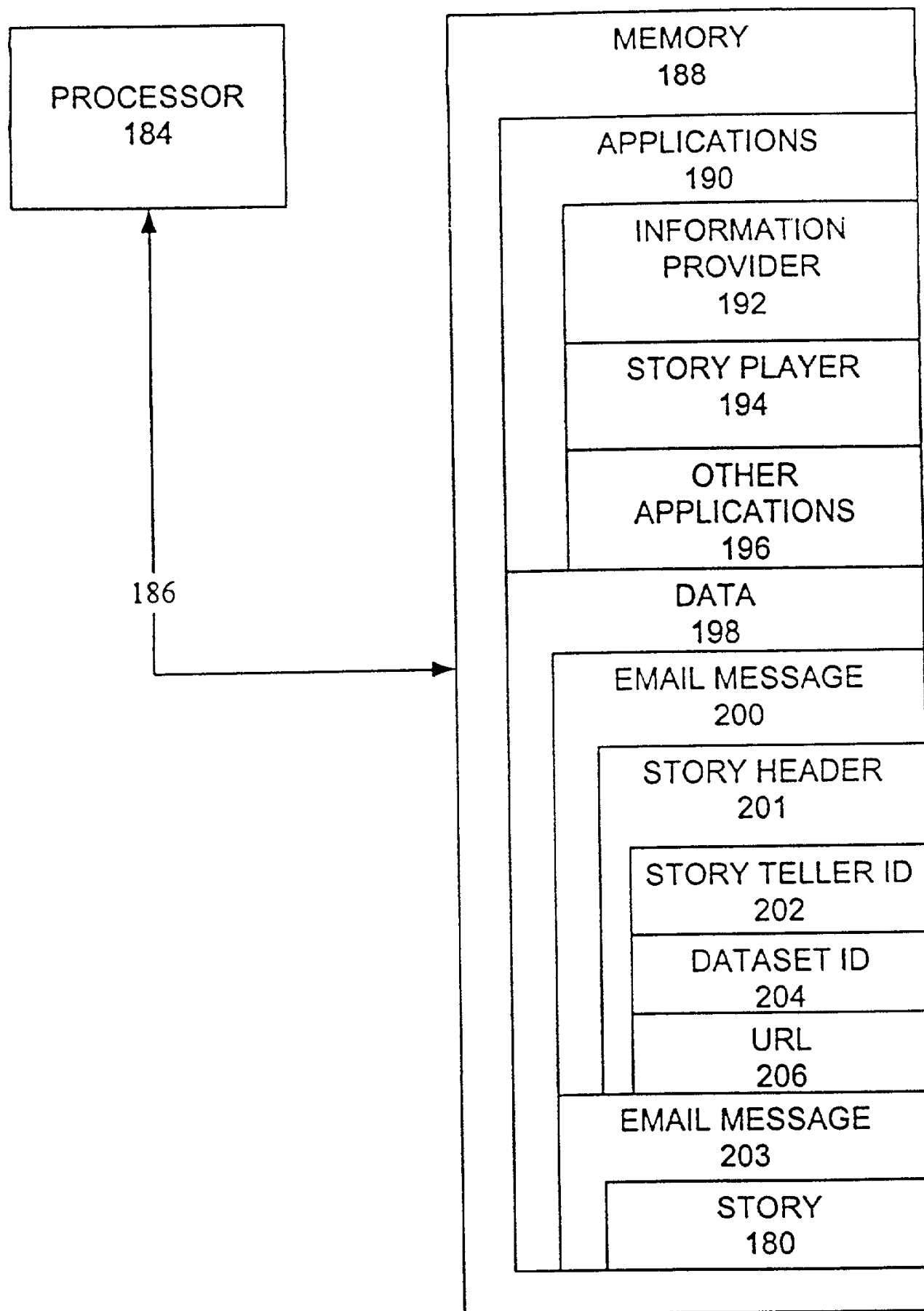


FIG. 5

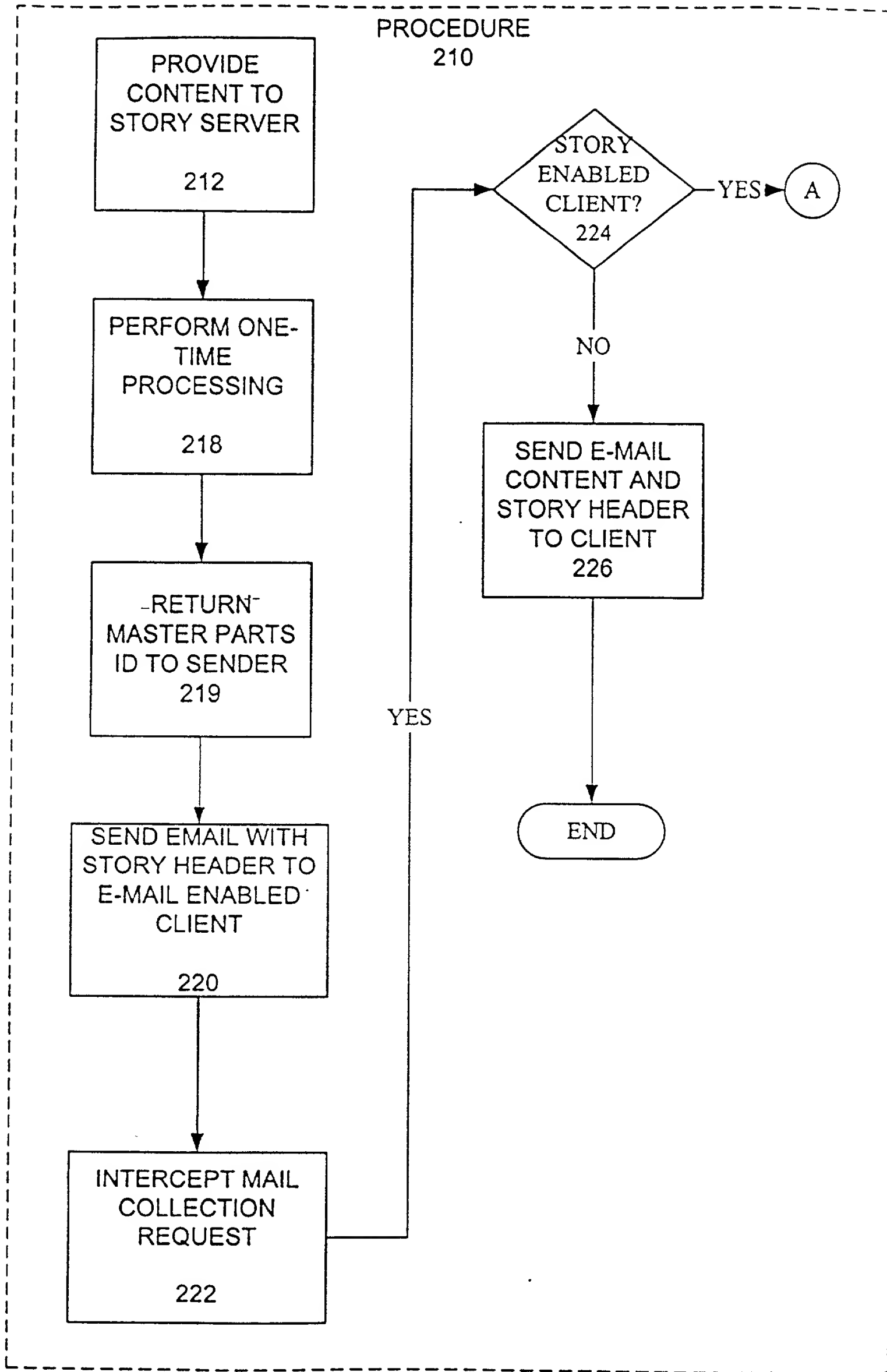


FIG. 6

PROCEDURE
210

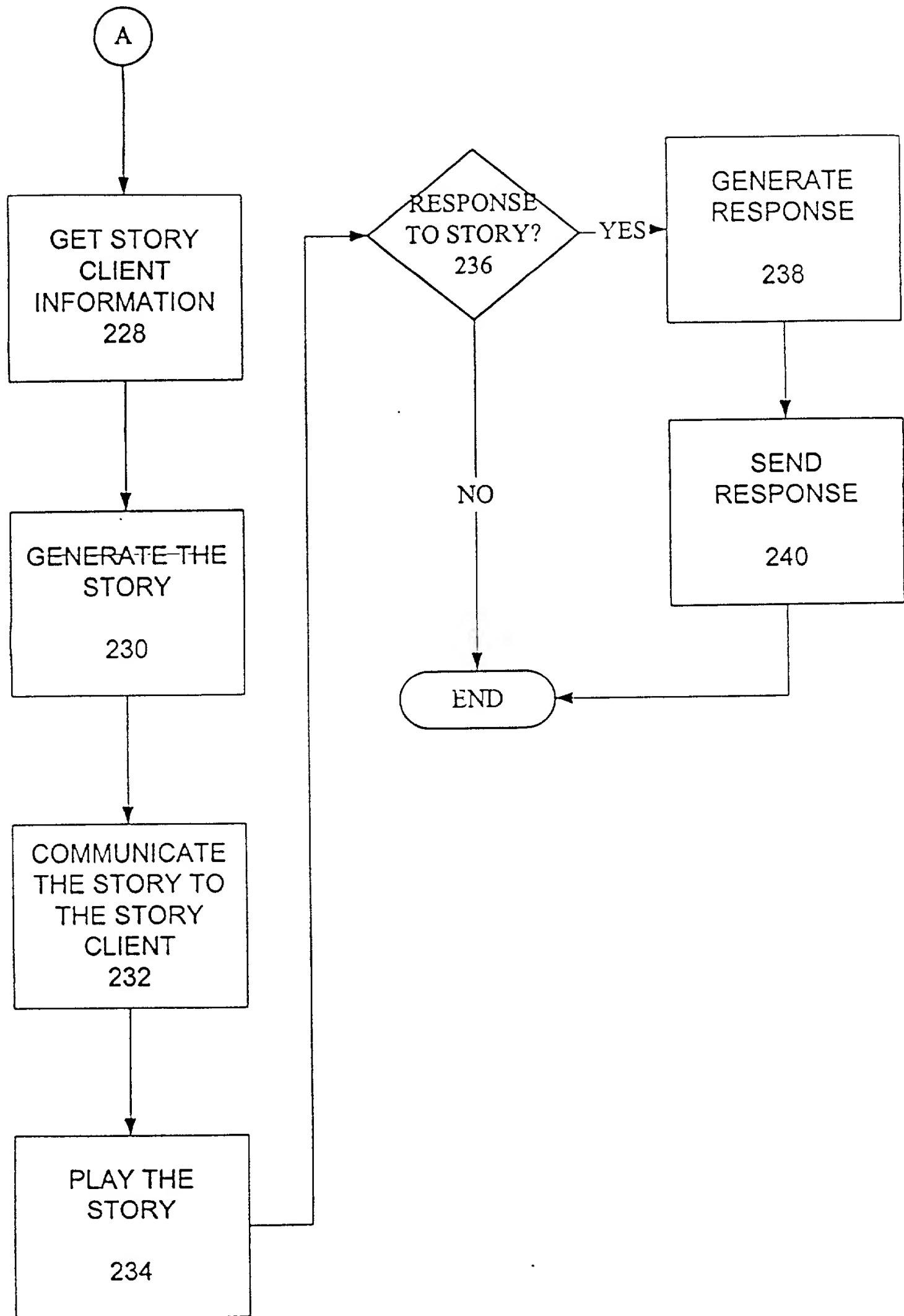


FIG. 7

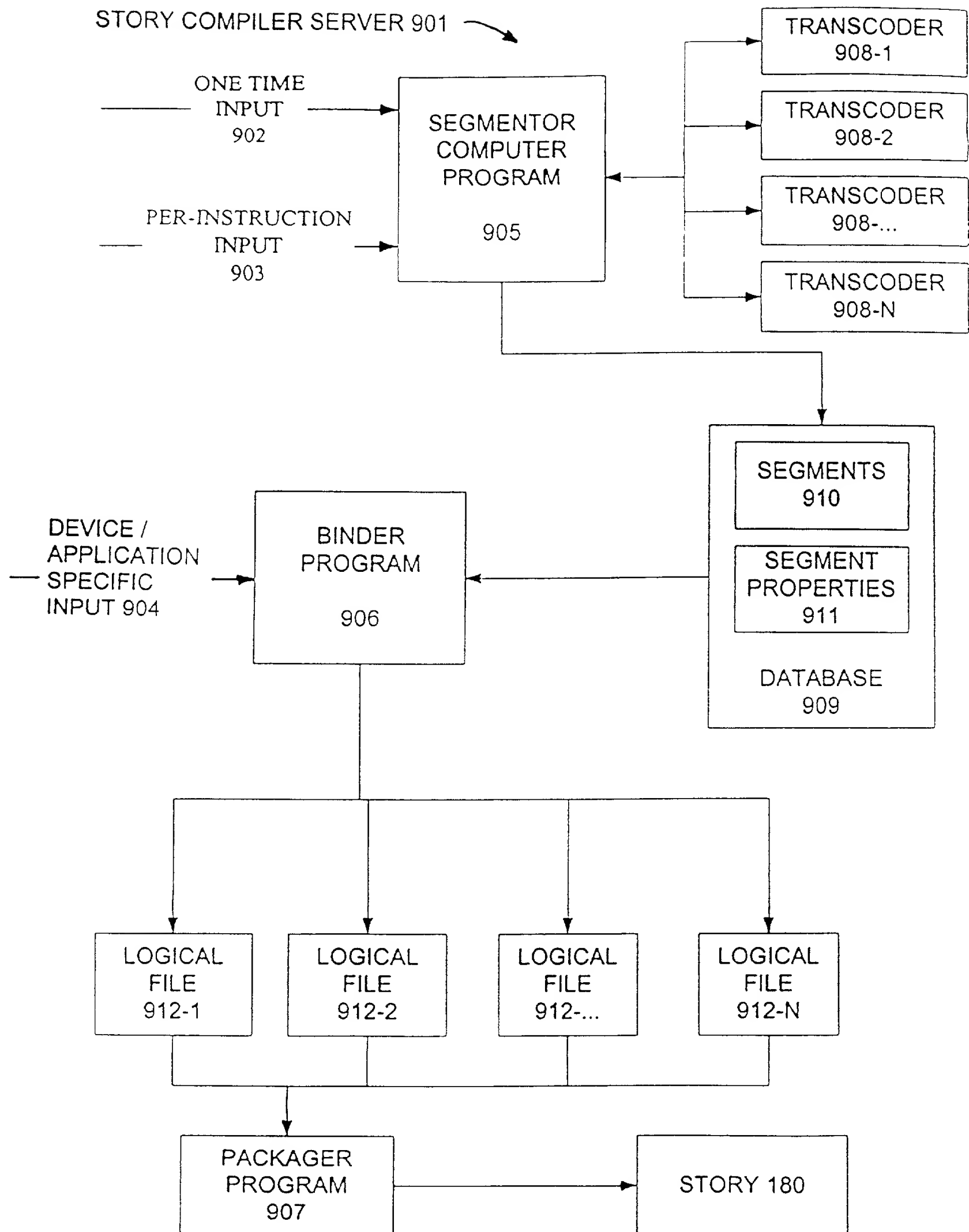


FIG. 8

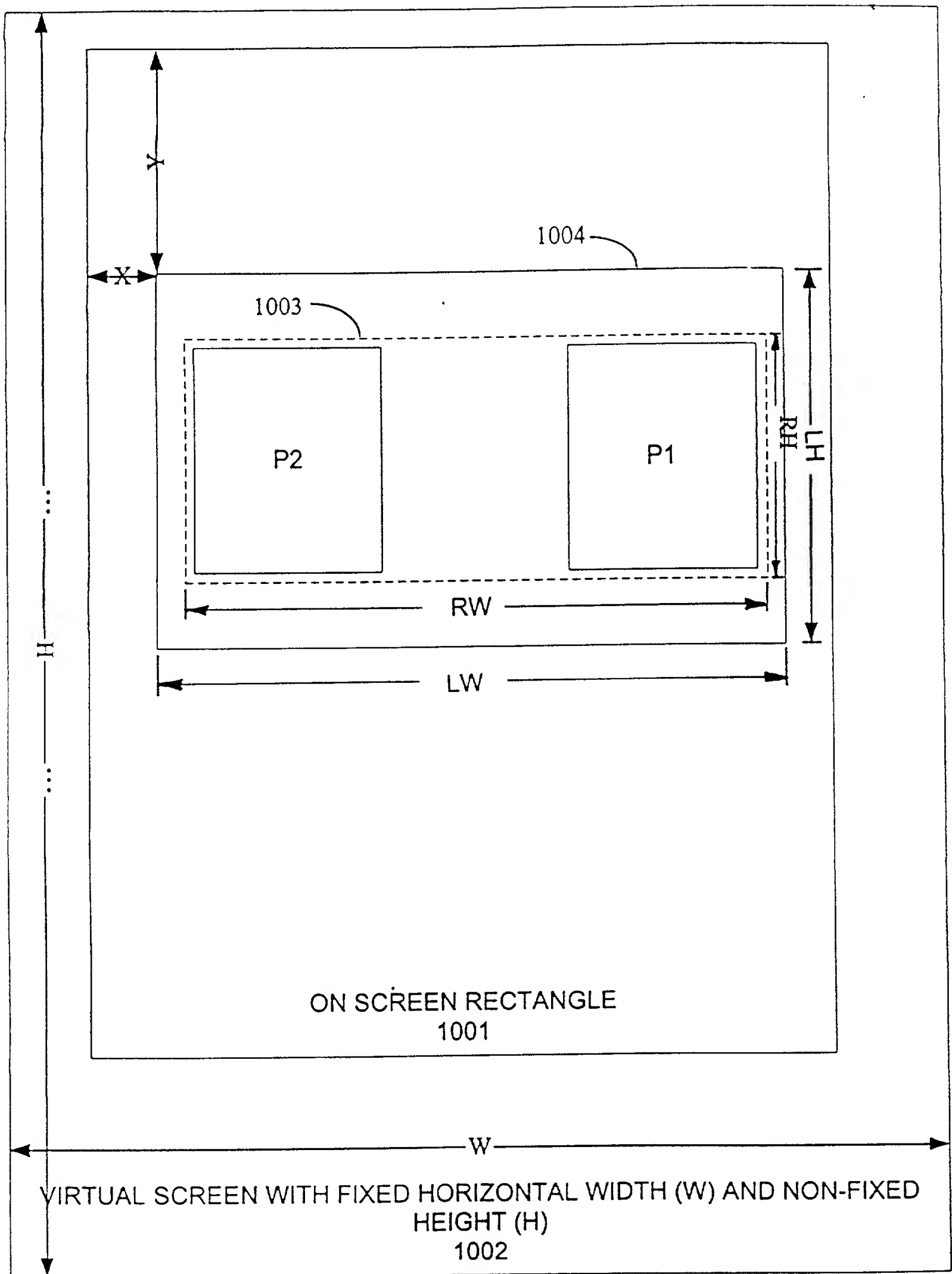


FIG. 9

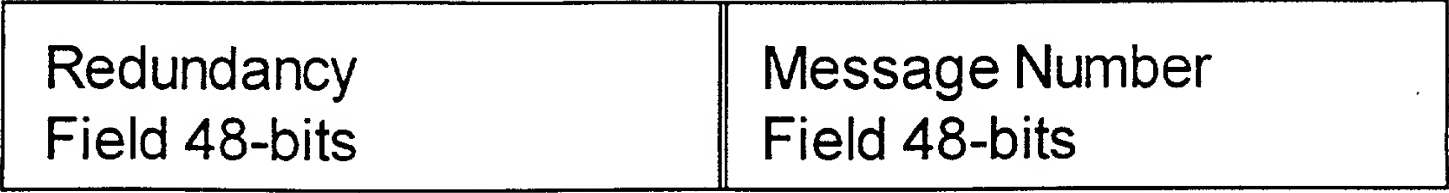


FIG. 10

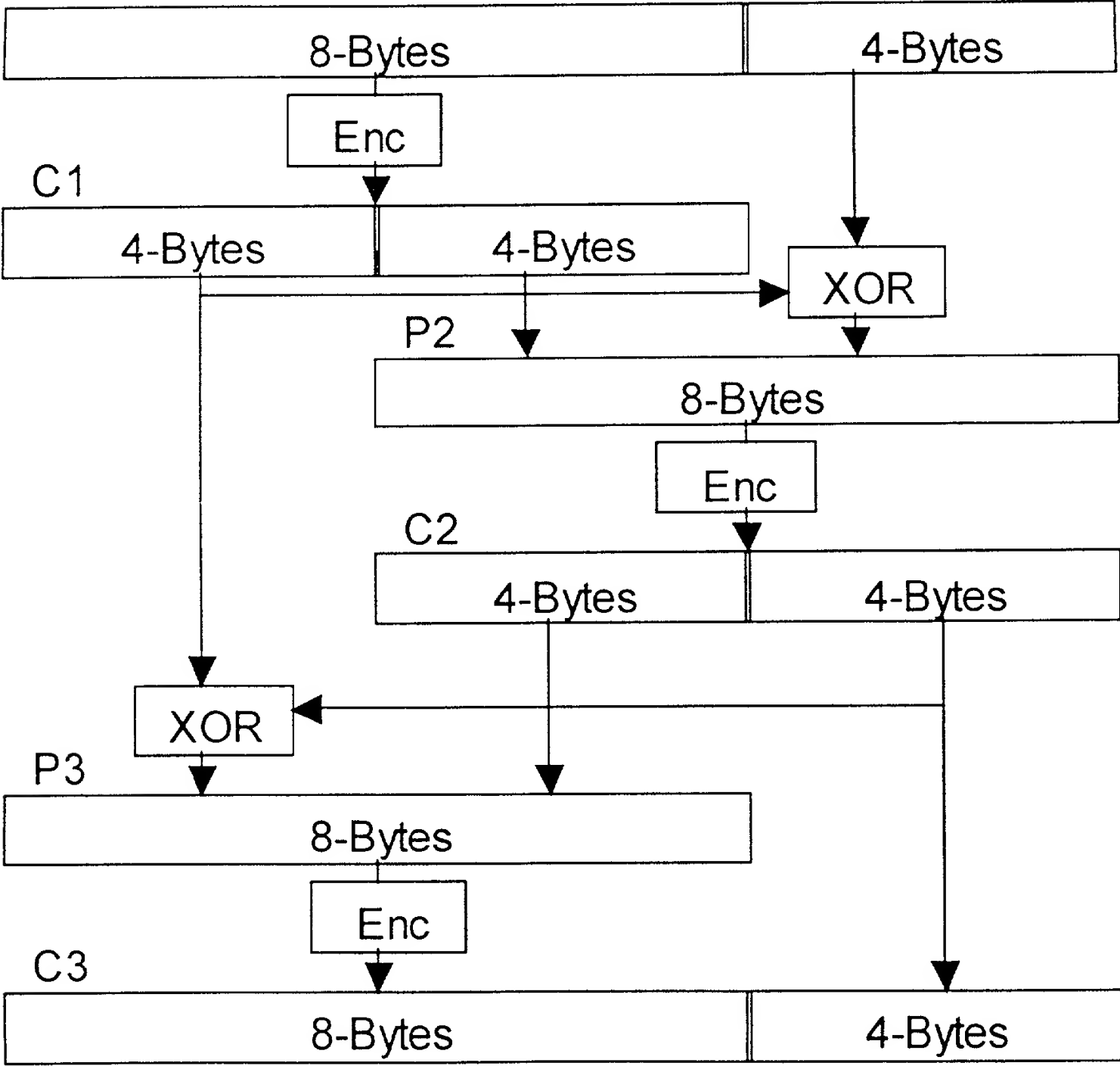


FIG. 11